



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

And:

CONTRACT

Contract / Revision		Alt Order #	
378731 /			
Product			
Carl DeMaio for Mayor			
Contract Dates		Estimate #	
10/08/12 - 10/14/12		C08C14	
Advertiser			
Carl DeMaio for Mayor			
Original Date / Revision		08/09/12 / 08/09/12	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Station	Account Executive	Sales Office	
KSWB	House House	San Diego KSWB	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref		Advertiser Ref	

*Line Ch Start Date End Date Description Start/End Time Days Length Spots/Week Rate Type Spots Amount

N	1	5	10/14/12	10/14/12	NLCS on FOX	5p-8pm	:30		NM	1	\$2,000.00
Week: 10/08/12 10/14/12 ---S- Spots/Week 1 Rate \$2,000.00											
N	2	5	10/08/12	10/12/12	M-F 4p-5p	4p-5p	:30		NM	5	\$875.00
Week: 10/08/12 10/14/12 11111-- Spots/Week 5 Rate \$175.00											
N	3	5	10/08/12	10/12/12	M-F 7a-9a	7a-9a	:30		NM	10	\$2,750.00
Week: 10/08/12 10/14/12 22222-- Spots/Week 10 Rate \$275.00											
N	4	5	10/14/12	10/14/12	Su 8a-9a	8a-9a	:30		NM	1	\$100.00
Week: 10/08/12 10/14/12 ----S- Spots/Week 1 Rate \$100.00											
N	5	5	10/08/12	10/12/12	Wkday Late News Rotator	10P-11P	:30		NM	2	\$1,000.00
Week: 10/08/12 10/14/12 M-W---- Spots/Week 2 Rate \$500.00											
Totals 19 \$6,725.00											

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	19	\$6,725.00	\$5,716.25
Totals	19	\$6,725.00	\$5,716.25

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)
Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified and it is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

